

METHOD AND SYSTEM TO PROVIDE DEALS AND PROMOTIONS  
VIA AN INTERACTIVE VIDEO CASTING SYSTEM

5

ABSTRACT OF THE DISCLOSURE

A viewer of an interactive video casting system can be presented with promotions having purchase offers or offers of credits toward future purchases. These promotions can be provided by correlating a program being viewed with user profile information and product information. If presented with the promotion while viewing a program, the viewer can buy products/services offered in the promotion, or defer the promotion for future viewing or as a credit. Credits toward a future purchase can be maintained in a storage area for the user and applied to a later purchase. Promotions can also be correlated to other interactive video casting tools or interfaces, such as the user's calendar, so that promotions relevant to calendar entries can be presented to the user.

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